



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Michael D. Ellis, et. al.
 Application No.: 09/717,729 Confirmation No.: 6773
 Filed : November 20, 2000
 For : INTERACTIVE TELEVISION TARGETED MESSAGE SYSTEM
 Group Art Unit : 2152
 Examiner : Not yet assigned

New York, New York
 June 20, 2001

Commissioner for Patents
 Washington, D.C. 20231

TRANSMITTAL LETTER FOR
INFORMATION DISCLOSURE STATEMENT

Sir:

Transmitted herewith is an Information Disclosure Statement in the above-identified application. This Statement is submitted:

- within three months of the application filing date;
- more than three months from the application filing date but before the mailing date of the first Office Action on the merits; and
- if in the instance that this Statement is submitted after the mailing date of the first Office Action, but before the mailing date of either a final action under 37 C.F.R. § 1.113, or a notice of allowance under 37 C.F.R. § 1.311, this Statement is accompanied by a precautionary certification as required under 37 C.F.R. § 1.97(e).

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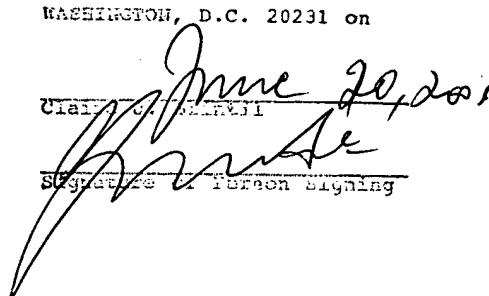
In accordance with 37 C.F.R. § 1.97, applicants believe that no fee is due at this time because this statement was filed before the mailing of a first Office Action. However, if for any reason a fee is due, the Director is hereby authorized to charge payment of any fees required in connection with this Information Disclosure Statement to Deposit Account No. 06-1075. A duplicate copy of this letter is transmitted herewith.

Respectfully submitted,


Matthew T. Byrne
Registration No. 40,934
Attorney for Applicants
FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000

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PATENT APPLICATION

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Application No.: 09/717,729 Confirmation No.: 6773

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For : INTERACTIVE TELEVISION TARGETED MESSAGE SYSTEM

Group Art Unit : 2152

Examiner : Not yet assigned

Commissioner for Patents
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97, applicants wish to call the attention of the Examiner to the following patents, patent publications, and U.S. patent applications:

The Patents and Patent Publications

Section A

U.S. Patent Documents

Harvey et al.	4,694,490	(09/15/87)
Harvey et al.	4,704,725	(11/03/87)
Harvey et al.	4,965,825	(10/23/90)
Harvey et al.	5,109,414	(04/28/92)
Harvey et al.	5,233,654	(08/03/93)
Harvey et al.	5,335,277	(08/02/94)
Ellis et al.	5,760,821	(06/02/98)
Harvey et al.	5,887,243	(03/23/99)

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Foreign Patent Documents

WO	89/02682	(03/23/89)
EPO	0 382 764 B1	(08/22/90)
EPO	0 752 767 A2	(01/08/97)

Section B

Foreign Patent Documents

WO	99/14947	(03/25/99)
WO	99/18722	(04/15/99)
EPO	0 935 393 A2	(08/11/99)
WO	99/52285	(10/14/99)

These documents of Sections A and B are listed on the accompanying Form PTO-1449 (submitted in duplicate) and copies are enclosed herewith.

Precautionary Certification Pursuant
to 37 C.F.R. § 1.97(e)

The information contained in Section B of this Information Disclosure Statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Statement. In particular, these references were cited in the March 20, 2001 International Search Report on applicants' corresponding Patent Cooperation Treaty application

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PCT/US00/31995. A copy of that Search Report is enclosed herewith.

The U.S. Patent Applications

Applicants also wish to bring to the Examiner's attention the following unpublished U.S. patent applications, which are listed by applicants, application number and filing date, respectively:

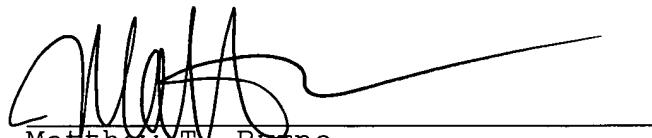
U.S. Patent Applications

Knudson et al.	09/034,939	(03/04/98)
Boylan et al.	09/070,700	(04/30/98)
Knee et al.	09/139,777	(08/25/98)
Reynolds et al.	09/217,100	(12/16/98)

In accordance with 37 C.F.R. § 1.98, no copy of these U.S. patent applications need be included with the filing of this paper.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



Matthew T. Byrne
Reg. No. 40,934
Attorney for Applicants
FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000

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January 20, 2001

Matthew T. Byrne
Attorney for Applicants
FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000